

1955

15th YEAR • A WEEKLY PUBLICATION

RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOCIATE EDITOR

TRAFALGAR 9-2343

january							july						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
2	3	4	5	6	7	$\frac{1}{8}$						1	2
9	10	11	12	13	14	15	3	4	5	6	7	8	9
16	17	18	19	20	21	22	10	11	12	13	14	15	16
23	24	25	26	27	28	29	17	18	19	20	21	22	23
30	31						$\frac{24}{31}$	25	26	27	28	29	30

february							august						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
			1	2	3	4		1	2	3	4	5	6
6	7	8	9	10	11	12	7	8	9	10	11	12	13
13	14	15	16	17	18	19	14	15	16	17	18	19	20
20	21	22	23	24	25	26	21	22	23	24	25	26	27
27	28						28	29	30	31			

march							september						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
			1	2	3	4					1	2	3
6	7	8	9	10	11	12	4	5	6	7	8	9	10
13	14	15	16	17	18	19	11	12	13	14	15	16	17
20	21	22	23	24	25	26	18	19	20	21	22	23	24
27	28	29	30	31			25	26	27	28	29	30	

april							october						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
						1	2	2	3	4	5	6	7
3	4	5	6	7	8	9	9	10	11	12	13	14	15
10	11	12	13	14	15	16	16	17	18	19	20	21	22
17	18	19	20	21	22	23	23	24	25	26	27	28	29
24	25	26	27	28	29	30	30	31					

may							november						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7			1	2	3	4	5
8	9	10	11	12	13	14	6	7	8	9	10	11	12
15	16	17	18	19	20	21	13	14	15	16	17	18	19
22	23	24	25	26	27	28	20	21	22	23	24	25	26
29	30	31					27	28	29	30			

june							december						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
						1						1	2
5	6	7	8	9	10	11	4	5	6	7	8	9	10
12	13	14	15	16	17	18	11	12	13	14	15	16	17
19	20	21	22	23	24	25	18	19	20	21	22	23	24
26	27	28	29	30			25	26	27	28	29	30	31

january							march						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7					1	2	3
8	9	10	11	12	13	14	4	5	6	7	8	9	10
15	16	17	18	19	20	21	11	12	13	14	15	16	17
22	23	24	25	26	27	28	18	19	20	21	22	23	24
29	30	31					25	26	27	28	29	30	31

february							april						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
						1	1	2	3	4	5	6	7
5	6	7	8	9	10	11	8	9	10	11	12	13	14
12	13	14	15	16	17	18	15	16	17	18	19	20	21
19	20	21	22	23	24	25	22	23	24	25	26	27	28
26	27	28	29				29	30					

File Copy
6/13/55

8 EAST 77th STREET
NEW YORK 21, N. Y.

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, JUNE 10, 1955</u>			
Friday June 10 9:00 A.M. Breakfast	PREVIEW OF BRANELL FALL COLLECTION Press preview of Fall collection. By invitation. <u>Trade showings beginning Thurs., June 9 at 2:30 P.M.</u>	BLUMENSTEIN, ROSS & LENTZ Publicity: Mildred Kaldor, MU. 9-5420.	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Friday June 10 10:00 A.M.	SHOWING OF "THE HARPER'S BAZAAR LOOK" Preview of fashions from the Harper's Bazaar August issue. By invitation only for tie-in stores. Contact: Berta MacDonald, PL. 1-2100.	HARPER'S BAZAAR	HOTEL AMBASSADOR BALLROOM & TRIANON
Friday June 10 11:00 A.M.	PREVIEW OF FALL COLLECTION Presentation of B. H. Wragge's collection for Fall. <u>Trade showings June 13, 14, 15, 20, 22 at 10:30 A.M.</u> By invitation only. Publicity: Marian C. Mitchell at B. H. Wragge, WI. 7-4968.	B. H. WRAGGE	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Friday June 10 11:00 A.M.- 1:00 P.M.	INTRODUCTION OF NEW CORSET DESIGN Open House for press to meet M. Henri Perrier who will introduce a new corsetry concept. By invitation. Publ: Gertrude Sachs, PL. 8-2400.	TRU BALANCE CORSET, INC. (LA GAINÉ SCANDALE)	136 MADISON AVENUE (32ND ST.) - 12TH FL.
Beginning Friday June 10	OPENING OF FALL COLLECTIONS "Fall Forecasts"--continuous daily showings of Kay Windsor, Kay Jr., Kay Teen fashions. Contact: MU. 3-6955	KAY WINDSOR SALES CORP.	1400 BROADWAY SHOWROOM - 2ND FLOOR
Friday June 10- June 16	OPENING OF FALL COLLECTION By appointment. Contact: Mrs. Memie Eisner, EL. 5-2800.	RUTH FAIR OF DALLAS	SHERRY NETHERLAND SUITE 1909

WEEK BEGINNING MONDAY, JUNE 13, 1955

Monday June 13- June 17	CORSET & BRASSIERE FALL MARKET WEEK Contact: Mary Osborne, Corset and Brassiere Ass'n., 200 Madison, LE. 2-9440.	CORSET & BRASSIERE INDUSTRY	SHOWROOMS AND HOTELS
Monday June 13 10:30 A.M. & 11:00 A.M.	OPENING OF FALL COLLECTIONS Showing of Sam Friedlander's cocktail and evening dresses at 10:30 A.M.; and Separables at 11:00 A.M. Contact: PE. 6-2663.	SAM FRIEDLANDER, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FL.
Beginning Monday June 13 12:00 Noon	OPENING OF FALL DRESS COLLECTION Mignon's dressy afternoon and cocktail dresses daily at 12:00 Noon and 4:00 P.M. Contact: Florence Farmer, BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 13 2:30 P.M. Cocktails	PRESS PREVIEW: FALL- WINTER FUR COLLECTION "Féminité Collection"--Fredrica Furs (Arthur Schwartz, designer) custom furs. By invitation. <u>Trade from June 14 at 10:00 A.M.</u> By appointment. Contact: CH. 4-8686.	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Monday June 13 4:00 P.M.	PRESS PREVIEW: FALL FUR COLLECTION Cocktail preview of Fall furs. By invitation. Contact: LO. 4-4980.	CHRISTIAN DIOR FOURRURES, INC.	224 WEST 30TH STREET SHOWROOM
Monday June 13 5:00 P.M.- 7:00 P.M. Cocktails	PREVIEW: FALL BRAS & READY-TO-WEAR FASHIONS Fall fashions by leading designers with new Fall Maiden Form bras. For press and buyers by invitation only. Fashion Coordinator: Kay Daly of William H. Weintraub. Publ.: Inez Foster at Maiden Form, OR. 9-0111.	MAIDEN FORM BRASSIERE CO. (200 MADISON AVE.)	WALDORF-ASTORIA GRAND BALLROOM
Monday June 13 5:00 P.M.- 7:00 P.M.	PREVIEW OF LINGERIE GLOVES AND HOSIERY Kayser's 75th Anniversary Jubilee, with showing of lingerie designed by John Norman; also, gloves and hosiery. By invitation. Kayser contact: Merry Chisholm, PE. 6-3700. Publicity: Ray Josephs at Publicity Consultants, PL. 5-2200.	JULIUS KAYSER & CO. (500 FIFTH AVENUE)	HOTEL PIERRE BALLROOM
Beginning Monday June 13	OPENING OF FALL JEWELRY COLLECTION Opening of Fall collection of Coro and Corocraft fashions in jewelry. By appointment only. Publicity: Ann R. Silver Associates, MU. 7-8654.	CORO, INC.	47 WEST 34TH STREET SHOWROOM - 3RD FLOOR
Beginning Monday June 13	OPENING OF FALL & WINTER COLLECTION Showing of Trifari's Fall and Winter jewelry collection. By appointment only. Publicity: Dorothy Lansing, PL. 9-7598.	TRIFARI, KRUSSMAN & FISHEL, INC.	16 EAST 40TH STREET SHOWROOM - 4TH FLOOR
Beginning Monday June 13	OPENING OF FALL DRESS COLLECTION Showing of afternoon and cocktail dresses. Continuous daily. Contact: Marty Goldberg, LO. 5-7540.	ROSEN-LAWRENCE	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Beginning Monday June 13	OPENING OF FALL DRESS COLLECTION "Easy Elegance" showing of afternoon, cocktail and evening fashions. By appointment. Contact: Russell O'Neil, TE. 8-2975. Publicity: Betty Impellitteri Assoc., PL. 3-1170.	CHARLES GELATT, INC.	27 EAST 62ND STREET SHOWROOM
Beginning Monday June 13	OPENING OF FALL COLLECTION Showing of cashmere, spectator and evening separates. By appointment. Contact: MU. 8-3262.	HELEN DUNN	30 EAST 54TH STREET SHOWROOM - 5TH FLOOR
Beginning Monday June 13	OPENING OF FALL DRESS COLLECTION Fall collection of women's and half-size dresses. Continuous showings. Public Relations: A. Allan Peters, OR. 9-2345.	RADIANT DRESS	525 SEVENTH AVENUE SHOWROOM - 19TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday June 13	OPENING OF FALL COUTURIERE COLLECTION Showing of Fall couturiere formals designed and made by Minna Bel Oland. Contact: Ellen Lockwood, WI. 7-6122.	MINNA BEL OLAND OF SAN ANTONIO	HOTEL PLAZA SUITE 501
Beginning Monday June 13	OPENING OF FALL COLLECTION Opening of the Napier 80th Anniversary Fall collection of fashion jewelry and boutique gifts. Contact: MU. 5-7390.	THE NAPIER CO.	389 FIFTH AVENUE SHOWROOMS - 8TH FLOOR
June 13- June 24	"FUR MARKET TIME" SPONSORED BY ASSOCIATED FUR MFRS. INC. (Show June 9, 1:30 P.M., Governor Clinton Hotel, by Fur Travelling Salesmen's Ass'n.) Contact: Alice Regensburg at Lynn Farnol, 1270 6th Ave., JU. 6-5777.		
Tuesday June 14 8:45 A.M. And 12:00 Noon	ANNUAL SHOWING OF FOUNDATION FASHIONS "Partners in Fashion"--foundation fashions at two showings--8:45 A.M. breakfast (showing 9:30 A.M.); 12:00 Noon luncheon (showing 1:00 P.M.). Admission by ticket. Publ.: Marion Sherwood, 200 Madison Ave., MU. 3-1194.	THE WARNER BROS. CO. (BRIDGEPORT, CONN.*	HOTEL SHERATON ASTOR BALLROOM
Tuesday June 14 9:00 A.M. Breakfast	FALL COLLECTION AT BREAKFAST PREVIEW "Beau Danube" collection at a Wiener Frühstück (Viennese Breakfast). By invitation. Contact: Mildred Harris at Spotlight Promotions, OX. 7-1841.	FRANCI OF VIENNA (56 E. 53RD ST.)	HAPSBURG HOUSE 313 EAST 55TH STREET
Tuesday June 14 10:30 A.M. & 2:30 P.M.	OPENING: FALL COATS AND SUITS Showing of Fall coats and suits; also, adaptations of imports from Italy, France and Spain. Contact: Marie Altheimer, LO. 4-0180.	CARLANE, INC.	512 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Tuesday June 14 11:30 A.M.	PRESS PREVIEW: SOPHIE READY-TO-WEAR ORIGINALS Designed by Sophie, in collaboration with Stephen Erkin. By invitation only. Sophie Publ.: Grace de Mun, PL. 3-4000, Ext. 7064 or RE. 7-4206.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
Tuesday June 14 11:30 A.M. & 3:30 P.M.	PREMIERE OPENING OF COCKTAIL FASHIONS Cocktail dresses, designed by Gaston Mallet. Daily at 10:00-12:00 & 2:00-4:00. By reservation. Contact: Mr. Bus Siegenfeld, BR. 9-2680.	THE DATE LINE	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday June 14 2:30 P.M.	OPENING OF FALL DRESS COLLECTION Maurice Rentner will present his Fall dress collection on Tues., June 14 at 2:30; Wed., June 15 at 10:30 and 2:30; Thurs., June 16 at 2:30. Press and trade by reservation. Contact: Herman Seigenfeld, LA. 4-6968.	MAURICE RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday June 14 4:00 P.M.	PRESS PREVIEW OF FALL BOUTIQUE Preview of Sylvan Rich's Fall Leisure Boutique fashions. By invitation. Publicity: Mildred Kaldor, MU. 9-5420.	SYLVAN RICH	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Tuesday June 14 6:00 P.M. Dinner	FALL FASHIONS IN WOOLKNITS & JERSEY Fourth annual woolknit show, including advance silhouettes in wool jersey. By invitation only. Publicity: Eleanor Kairalla, MU. 8-1171.	WOOLKNIT ASSOCIATES, INC. (745 FIFTH AVENUE)	HOTEL PIERRE BALLROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday June 15 12:00 Noon Luncheon	LUNCHEON TO HONOR DOROTHY SHAVER The Leathergoods Export Group of London, England will honor Miss Dorothy Shaver, president of Lord & Taylor, at a luncheon to introduce the first post-war U.S. exhibit (June 15-24) of British leathergoods. By invitation only. Publicity: Ashley Burner at Anderson & Cairns, MU. 8-5800.	NAT'L LEATHERGOODS & SADDLERY MFRS. ASS'N.	HOTEL PLAZA TERRACE ROOM
Wednesday June 15 12:00 Noon Luncheon	PRESS PREVIEW: NEW SEWING MACHINE Special preview of new sewing machine. By invitation only. Publicity: Bette Crumpacker at Allardice-Ridgway, 117 E. 37th St., MU. 3-9572.	BROTHER INTERNATIONAL CORP. (122 W. 27TH ST.)	HOTEL PIERRE ROOF
Wednesday June 15 4:30 P.M.-- 6:30 P.M.	CORSET AND BRASSIERE MERCHANDISING FORUM "Coordinating Figures and Fashions"--corsets and brassieres with ready-to-wear at third annual merchandising forum. Fashion show commentator: Ruth Jacobs. Panel moderator: "dlw" (Mrs. Dorothy L. Wallis); panel members include: Russel Carpenter, I. Magnin Stores; Alice Gill, Wm. Filene's Sons Co.; Dorothy Marvin, Marshall Field & Co.; Rosalind Starkman, Bloomingdale Bros. Admission by ticket only; contact: Forum Dept. at Women's Wear Daily. Publicity: AL. 5-5252, Ext. 415.	WOMEN'S WEAR DAILY (7 EAST 12TH STREET)	HOTEL NEW YORKER TERRACE ROOM
Wednesday June 15 7:00 P.M. Dinner	FALL SILK FASHIONS: SHOWING FOR BUYERS Preview of silk fashions at a dinner showing for dress, coat and fabric buyers. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	INTERNATIONAL SILK ASS'N. U.S.A.	WALDORF-ASTORIA EMPIRE - SERT RMS.
Thursday June 16 11:30 A.M.-- 3:30 P.M. Luncheon	LEATHER GLOVE FASHION- MERCHANDISING FORUM The Leather Glove Producers' Association of France, in conjunction with the Commercial Counselor to the French Embassy will present "The French Stamp of Fashion" a showing of French leather gloves and promotional colors; forum discussion of new color and silhouette trends; and film. Speakers: Carmel Snow, editor of "Harper's Bazaar"; Jessica Daves, editor-in-chief of "Vogue"; Edward Mitton, president of Jordan Marsh, Boston. Forum director: Bettina Ballard. Merchandising director: Elisa Daggs. By invitation only. Publicity: Philip Klarnet at Edward Gottlieb Assoc., 2 W. 45th St., MU. 7-3050.	LEATHER GLOVE PRODUCERS OF FRANCE	HOTEL ROOSEVELT GRAND BALLROOM
Thursday June 16 3:30 P.M.-- 6:00 P.M.	PREVIEW OF SPORTSWEAR BY LILLY DACHÉ Preview of sportswear for men and women, designed by Lilly Daché for Rolé. By invitation. Contact: Jo Craven, 151 E. 38th St., MU. 6-4966.	ROLÉ, INC. (362 FIFTH AVENUE)	S.S. OLYMPIA PIER #88 - 48TH ST.
Thursday June 16 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION Suzy Perette will present her Fall collection to the press. By invitation only. (Note Change of Place.) Publicity: Eleanor Lambert, MU. 8-2130.	SUZY PERETTE	134 WEST 37TH STREET SHOWROOM - 2ND FLOOR
Sunday June 19	FATHER'S DAY. Theme: "Good Citizenship Begins at Home." Contact: Nat'l Father's Day Council, 50 East 42nd St., MU. 7-6952.		
Week of June 19	28TH ANNUAL NATIONAL SWIM FOR HEALTH WEEK. (June 19 - 25). Publicity: Martin Stern, 60 E. 42nd St., VA. 6-0543.		

*Mr. Rosenberg
not going
to show
one this
year*

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 21 9:15 A.M. Coffee	PRESS PREVIEW OF BRIDAL FASHIONS Bloomingdale's will preview their Fall and Winter bridal fashions. By invitation only. Publicity: Margaret de Mille, EL. 5-5900.	BLOOMINGDALE'S	3RD FLOOR
Tuesday June 21 11:00 A.M.	PRESS PREVIEW: FALL READY-TO-WEAR Elizabeth Arden will invite the press to preview Fall and Winter ready-to-wear. By invitation only. Publ.: Rasponi Assoc., TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE
Tuesday June 21 12:30 P.M. Luncheon	FASHION PAGEANT FOR N.Y. SUMMER FESTIVAL "Salute to New York and World-Wide Aviation with 'Charm'"---featuring world travel and travel fashions with 30 airlines, including airline stewardess fashions; pageant of 30 years of fashions; also travel fashions from Gunther Jaeckel and Andrew Geller, coordinated by Charm Magazine. Producer: Nola Luxford. Tickets: \$5.00, contact: Hotel Pierre, TE. 8-8000.	30 AIRLINES; CHARM MAGAZINE; STORES	HOTEL PIERRE BALLROOM
Wednesday June 22 9:30 A.M.- 11:30 A.M. Breakfast	"FALL 1955 SPIEGEL HOME SHOPPING BOOK" Spiegel, Inc. and Associated American Artists will present The Application of Fine Arts to Mass Merchandising. By invitation. Publicity: Constance Hope, 200 West 57th St., PL. 7-0515.	SPIEGEL, INC.	HOTEL PLAZA BAROQUE SUITE
Wednesday June 22 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION Preview of Charles James' first manufactured collection of coats, suits, dresses. <u>Buyers preview at 6:00 P.M.</u> By invitation. Publicity: Felice Maier, 550 Fifth Ave., PL. 3-5884 or PL. 7-8478.	CHARLES JAMES MFRS., INC.	12 EAST 57TH STREET SHOWROOM - 4TH FLOOR
Wednesday June 22 12:30 P.M. Box Lunch	PRESS PREVIEW OF FALL MILLINERY Preview of Fall millinery by Gardner. By invitation. Publicity: Maud G. Moody, 347 Fifth Avenue, LE. 2-5562.	GARDNER HATS	1 WEST 39TH STREET SHOWROOM - 6TH FLOOR
Wednesday June 22 12:30 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW "Fashion for Your Sun Days"---including sportswear and bathing suits. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA STARLIGHT ROOF
Thursday June 23 9:30 A.M. Coffee	PRESS PREVIEW OF BRIDAL FASHIONS Ohrbach's will invite the press to preview their Fall and Winter bridal collection. By invitation only. Publicity: Mark Klauser, OX. 5-4000.	OH RBACH'S	4TH FLOOR BRIDAL SALON
Thursday June 23 12:00 Noon Luncheon	READY-TO-WEAR FALL FASHIONS "Signature--American Design", with Stanley Marcus, president of Neiman-Marcus, as speaker and commentator. Reception for Regional Group Directors at 11:30 A.M. in East Foyer. Co-Chman.: Adelia Ellis and Alice Burrows. Price: \$7.00, members; \$8.50, guests. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., EL. 5-7872.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA GRAND BALLROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Saturday June 25 3:00 P.M.	BRIDAL FASHION TEA OF MAURER ORIGINALS "It's a Bride's World"--Maurer bridal fashions. Miss Universe of 1955, guest model, courtesy Catalina. Open to public. Contact: Ruth Scott, TR. 5-7200, Ext. 661.	ABRAHAM & STRAUS (BROOKLYN)	4TH FLOOR RESTAURANT
Wednesday June 29 4:00 P.M. Cocktails	VEILETTES & VEILINGS-- GARDEN PARTY PREVIEW Showings of Malino Veillettes and Veilings at a preview for press and buyers. By invitation only. Publ: Maud G. Moody, 347 Fifth Ave., LE.2-5562.	MALINO VEILINGS (14 EAST 37TH STREET)	30 EAST 37TH STREET
Thursday June 30 2:00 P.M.- 6:00 P.M.	OPEN HOUSE CELEBRATION House-warming party at redecorated showroom of Native Laces and Textiles (Natona Mills.) Contact: Lenore Friedman, MU. 6-0400.	NATIVE LACES AND TEXTILES	261 FIFTH AVENUE SHOWROOM - 2ND FLOOR
July 4	INDEPENDENCE DAY (Monday) -- <u>Legal Holiday.</u>		
Thursday July 7 10:00 A.M.	FALL MILLINERY AT PRESS SHOWING The press will be invited to preview Sally Victor's millinery collection for Fall. By invitation. Publicity: Mildred Josephs, PL.3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
Thursday July 7 12:00 Noon Luncheon	MILLINERY DIVISION LUNCHEON MEETING The Fashion Group will have its millinery luncheon meeting. Co-Chairmen: Edith Raymond and Janet Sloane. (Price and more details later.) Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATON ASTOR GRAND BALLROOM
Saturday July 9 3:00 P.M.	FALL MILLINERY FOR VISITING PRESS John Frederics will present his Fall millinery to the visiting press. By invitation only. Contact: Joseph Mann, WY. 1-6900.	JOHN FREDERICS, INC.	711 FIFTH AVENUE SHOWROOM - 5TH FLOOR
Sunday July 10 10:00 A.M.- 1:00 P.M. Brunch	FALL JEWELRY PREVIEW AT BREAKFAST PARTY Trifari, Krussman & Fishel will invite the out-of-town and N.Y. editors to a presentation of their Fall jewelry fashions. By invitation only. Publicity: Dorothy Lansing, 125 E. 50th St., PL. 9-7598.	TRIFARI, KRUSSMAN & FISHEL, INC.	16 EAST 40TH STREET SHOWROOM - 4TH FLOOR
Sunday July 10 11:00 A.M. Brunch	FALL MILLINERY AT VISITING PRESS SHOW Emme will present her Fall millinery collection to visiting press. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	EMME, INC. (19 WEST 57TH ST.)	SHERRY NETHERLAND CRYSTAL ROOM
Sunday July 10 3:00 P.M.	MILLINERY SHOW FOR VISITING PRESS Fall millinery will be presented by Sally Victor to out-of-town press. By invitation. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
Sunday July 10 5:00 P.M.- 9:00 P.M.	COCKTAILS AND BUFFET FOR VISITING PRESS Forstmann will invite the out-of-town press to cocktails and buffet supper. By invitation only. Publicity: Adelia Ellis, CI. 5-8448.	FORSTMANN, INC. (30 ROCKEFELLER PLAZA)	CARLTON HOUSE CARLTON SUITE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday July 10 9:00 P.M. Champagne	FALL MILLINERY AT VISITING PRESS SHOW Walter Florell will present his Fall millinery to visiting press. By invitation only. Publicity: Mildred Kaldor, 347 Fifth Ave., MU. 9-5420.	WALTER FLORELL	29 EAST 53RD STREET SALON
Monday July 11 12:00 Noon- 3:00 P.M. Luncheon	FALL MILLINERY MERCHANDISING CLINIC Semi-annual fashion and merchandising clinic of the MMEA, with a special fashion report and survey of Fall millinery. By invitation only. Contact: Mrs. Charles Steinecke, 15 E. 40th St., LE. 2-8324.	MILLINERY MERCHANDISING EXECUTIVES ASS'N	HOTEL SHERATON ASTOR COLLEGE HALL-8TH FL.
Monday July 11 4:00 P.M. Cocktails	PREVIEW OF FALL MILLINERY Laddie Northridge will present his Fall millinery to press and buyers. By invitation only. Publicity: Maud G. Moody, 347 Fifth Ave., LE. 2-5562.	LADDIE NORTHRIDGE (16 WEST 57TH STREET)	HOTEL PLAZA TERRACE ROOM
Monday July 11 8:30 P.M. Champagne	PREVIEW OF FALL MILLINERY Showing of Emme's Fall millinery to press and trade. By invitation only. Publicity: Mildred Kaldor, 347 Fifth Ave., MU. 9-5420.	EMME, INC. (19 WEST 57TH ST.)	SHERRY NETHERLAND CRYSTAL ROOM
Beginning Monday July 11	OPENING OF FALL MILLINERY COLLECTION Showing of Mr. John P. John's Fall and Winter couturier collection of hats. By appointment. Contact: Diane L. Montgomery, MU. 8-4906.	MR. JOHN, INC.	53 EAST 57TH STREET SALON
Tuesday July 12 9:00 A.M. Breakfast	FALL MILLINERY AT PRESS PREVIEW Mr. Arnold will present his Fall millinery to the press. By invitation only. Publicity: Lind-Gilbert Associates, PL. 3-4786.	MR. ARNOLD (19 WEST 57TH ST.)	HOTEL PLAZA WHITE & GOLD SUITE
Tuesday July 12 7:00 P.M. Dinner	FALL MILLINERY FASHION SHOW Semi-annual millinery fashion show for trade and press. By invitation only. Contact: Millinery Stabilization Comm., 1450 Broadway, LO. 4-7800.	MILLINERY STABILIZATION COMMISSION	HOTEL SHERATON ASTOR GRAND BALLROOM
Wednesday July 13 9:30 A.M. Breakfast	PREVIEW OF FALL MILLINERY Showing of Beatrice Martin's Fall millinery to press and buyers. By invitation. Publicity: Maud G. Moody, 347 Fifth Ave., LE. 2-5562.	BEATRICE MARTIN (16 WEST 57TH ST.)	SHERRY NETHERLAND CARNAVAL ROOM
Wednesday July 13 11:30 A.M.	PREVIEW OF FALL MILLINERY William J. will present his Fall millinery to the press and trade. By invitation. Contact: CI. 5-8956.	WILLIAM J.	44 WEST 54TH STREET SALON
Thursday July 14 9:30 A.M. Breakfast	PRESS PREVIEW OF FALL MILLINERY Gustavo's Fall millinery will be presented to the press. By invitation only. Publicity: Maud G. Moody, 347 Fifth Ave., LE. 2-5562.	GUSTAVO (59 WEST 56TH ST.)	PLACE TO BE ANNOUNCED
Thursday July 14 5:30 P.M.- 7:30 P.M. Tea	FALL BAG PREVIEW FOR THE PRESS Fall collection of domestic and imported "Bags by Josef" (Gold Seal Importers, Inc.) for local and visiting press. By invitation only. Publicity: Viola Shefer, PL. 3-3173.	JOSEF (GOLD SEAL IMPORTERS, INC.)	SAVOY PLAZA LE CHATEAU - 11TH FL.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Saturday July 16 11:00 A.M.	FALL MILLINERY FOR VISITING PRESS Laddie Northridge will present his Fall millinery to the visiting press. By invitation only. Publicity: Maud G. Moody, LE. 2-5562.	LADDIE NORTHRIDGE	16 WEST 57TH STREET SALON

OPENINGS: DUBLIN, ROME, FLORENCE, LONDON, PARIS, MADRID

Friday July 15 9:00 P.M.	FALL AND WINTER PREVIEW IN IRELAND Sybil Connolly's Fall and Winter collection in Ireland. By invitation only. Publicity: Rosemary Sheehan, 630 Fifth Ave., CI. 7-8060.	SYBIL CONNOLLY OF DUBLIN	DUBLIN, IRELAND
--------------------------------	---	-----------------------------	--------------------

Saturday July 16- July 18	BRITISH READY-TO- WEAR FOR FALL Group include: Aquascutum, Ltd., Horrockses Crewdson & Co., Jacqmar, Ltd, Jaeger Co., Matita, Ltd., H. B. Popper, Ltd., Rose & Blairman, Ltd., Frederick Starke, Ltd., Spectator Sports, Ltd., Vernervogue, Ltd. N.Y. Contact: Rosemary Sheehan, 630 Fifth Ave., CI. 7-8060.	BRITISH MFRS. GROUP	LONDON, ENGLAND
---------------------------------	---	---------------------	--------------------

Wednesday July 20- July 23	OPENING OF ROMAN COUTURE COLLECTIONS <u>July 20:</u> Battilocchi and accessories exhibit. <u>July 21:</u> Eleanora Garnett, Mingolini-Gugenheim, F. Fattinoni. <u>July 22:</u> Tessitrice dell'Isola, Giovannelli, Cassisi. <u>July 23:</u> Ferdinandi, Fontana. Contact: Rosemary Sheehan, 630 Fifth Ave., CI. 7-8060; or Raffaele Scarpitti of the Sindacato, 121 Piazza Montecitorio, Rome, Italy.	SINDACATO ITALIANO ALTO MODA	ROME, ITALY
----------------------------------	---	---------------------------------	----------------

Beginning Friday July 22- July 26	OPENING OF COUTURE COLLECTIONS IN FLORENCE Antonelli, Capucci, Carosa, Fabiana, Guidi, Emilio, Marucelli, Schuberth, Simonetta, Veneziani, Volpe. Contact: G. B. Giorgini, 1 Piazza S. Trinita, Florence, Italy.	ENTE ITALIANO DELIA MODA	FLORENCE, ITALY
--	--	-----------------------------	--------------------

Beginning Monday July 25- July 27	SCHEDULE OF LONDON COUTURE PREVIEWS <u>July 25:</u> Worth, Norman Hartnell, Mattli, John Cavanagh. <u>July 26:</u> Michael, Lachasse, Michael Sherard, Digby Morton. <u>July 27:</u> Hardy Amies, Charles Creed, Ronald Paterson, Victor Stiebel. Contact: Rosemary Borland, 1 Bell Yard, London, W.C.2, England.	INCORPORATED SOCIETY OF LONDON FASHION DESIGNERS	LONDON, ENGLAND
--	--	---	--------------------

Beginning Thursday July 28	OPENING DATES OF PARIS COLLECTIONS <u>July 28:</u> Patou. <u>July 29:</u> Hubert de Givenchy, Manguin. <u>July 30:</u> Jean Desses, Jacques Heim. <u>August 1:</u> Jacques Fath, Christian Dior, Madeleine de Rauch, Gres. <u>August 2:</u> Pierre Balmain. <u>August 3:</u> Chanel, Jacques Griffe. Contact: Chambre Syndicale, 102 Rue du Faubourg, St.-Honore, Paris, France.	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE
----------------------------------	--	---	------------------

Friday July 29	FALL AND WINTER SHOWING IN MADRID Pedro Rodriguez will present his Fall and Winter collection. By invitation only. Contact: Pedro Rodriguez at Madrid address.	PEDRO RODRIGUEZ	54 CALLE DE ALCALA MADRID, SPAIN
-------------------	--	-----------------	-------------------------------------

MOVIES...MUSIC...THEATRE...OPERA...BALLET

Week Of July 20
 FIRST WEEK: STADIUM CONCERTS, LEWISOHN STADIUM, 138TH ST. & AMSTERDAM AVE.
Mon., June 20: Rudolf Serkin; Beethoven's E Flat Major Piano Concerto.
Tues., June 21: Shostakovich's 10th Symphony -- Dimitri Mitropoulos.
Wed., June 22: Michael Rabin; Brahms' D Major Violin Concerto.
Thurs., June 23: Symphonic Jazz Night.
Sat., June 25: Latin-American Fiesta.
 Prices: 30¢-\$2.40. Publicity: Miss Alix Williamson, CI. 6-4462.

Monday June 20
 OPENING: "ALMOST CRAZY" LONGACRE THEATRE, 220 WEST 48TH STREET
 Two act revue based on humorous fads and news incidents reflecting bits of Americana in urban and suburban life, presented by John S. Cobb. Director: Lew Kesler. Sets: John Robert Lloyd. Music & myrics: Portia Nelson, Raymond Taylor. Choreography: William Skipper. Publicity: Dick Falk, CH. 4-5797.

Tuesday June 21
 8:30 P.M.
 PREMIERE: "SUMMERTIME" (Movie) ASTOR THEATRE, B'WAY & 45TH STREET
 United Artists Technicolor release starring Katharine Hepburn and Rossano Brazzi based on Arthur Laurents' Broadway play, "The Time of the Cuckoo". Producer: Ilya Lopert. Director: David Lean. Premiere for benefit of ANTA's "Salute to France"--tickets: \$5.00-\$25.00. Contact: Benefit Headquarters, 9 Rockefeller Plaza, Suite 1533, CO. 5-7460. U-A Publicity: Tess Michaels, CI. 5-6000.

Thursday June 23
 PREMIERE: "LADY AND THE TRAMP" (Movie) ROXY THEATRE, 7TH AVE. & 50TH ST.
 Walt Disney's first all-cartoon feature in CinemaScope and Technicolor featuring the voice of Peggy Lee. Contact: Bob Dorsman, PL. 9-3880.

Thursday June 23-
 Sept. 10
 OPENING: "ARABIAN NIGHTS" JONES BEACH MARINE THEATRE, JONES BEACH, L.I.
 Guy Lombardo will present the new 1955 version of the musical extravaganza starring Lauritz Melchior. Entire production staged and directed by Leon Leonidoff. Publicity: Saul Richman Assoc., MU. 8-1770.

Wednesday June 29
 PREMIERE: "NOT AS A STRANGER" (Movie) CAPITOL THEATRE, B'WAY AT 51ST ST.
 Stanley Kramer Production, released by United Artists, of the best-selling novel by Morton Thompson, starring Olivia de Havilland, Robert Mitchum, Frank Sinatra, Gloria Grahame, Broderick Crawford, Charles Bickford. Gowns: Don Loper. Costume supervision: Joe King. U-A Publicity: Tess Michaels, CI. 5-6000.

Thursday July 14
 PREMIERE: "THE SHRIKE" (Movie) VICTORIA THEATRE, B'WAY & 46TH ST.
 Universal-International production of the Broadway hit starring Jose Ferrer and June Allyson; featuring Joy Page, Kendall Clark, Isabel Bonner. Producer: Aaron Rosenberg. Director: Jose Ferrer. Costumes: Jay A. Morley, Jr. U-I Publicity: Al Cohan, PL. 9-8000.

Sunday Sept. 11-
 Oct. 16
 OPENING: "SADLER'S WELLS BALLET" METROPOLITAN OPERA HOUSE, B'WAY & 39TH
 Sol Hurok will present the Sadler's Wells Ballet for a five week engagement. Ballerinas: Margot Fonteyn, Beryl Grey, Violetta Elvin, Rowena Jackson, Nadia Nerina, Svetlana Beriosova. Danseurs: Michael Somes, Brian Shaw, Alexander Grant, Alexis Rassine, John Feld, John Hart. Publicity: Martin Feinstein, PL. 9-6000.

Tuesday Sept. 27-
 Nov. 26
 OPENING: "D'OYLY CARTE OPERA CO. SHUBERT THEATRE, 225 WEST 44TH ST.
 The D'Oyly Carte Opera Company will present 8 Gilbert & Sullivan operettas. Publicity: Gerald Goode, VA. 6-2958.